Heath Weaver heath.weaver@remote-executive.com

With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise and strategic leadership. Known for driving innovation and delivering results, Heath's career reflects a deep commitment to excellence and a proven ability to adapt and thrive in dynamic environments.

Career

Personal project to explore AI at EmailsandDeals.com
2024-Aug – 2024-Dec | Brussels

- Led the design and implementation of a fully automated AI-powered platform, processing 11,500 emails with 95% accuracy, demonstrating proficiency in managing complex projects and integrating AI systems.
- Optimized backend performance by migrating to MariaDB and implementing Redis, reducing page load times from 18 seconds to under 1 second, showcasing ability to prioritize and organize multiple projects effectively.
- Developed a responsive frontend using Deno Fresh (TypeScript) and automated content generation, enhancing user interaction and system scalability, reflecting excellent verbal and written communication skills in project documentation and presentation.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Mar | Remote (US Clients)

- Led and motivated multiple high-achieving teams, enhancing client satisfaction by 10% through strategic reorganization and a team-first mentality.
- Overhauled customer segmentation and email strategies, resulting in a 34% increase in client revenue, demonstrating ability to prioritize and execute complex campaigns.
- Implemented AI-powered solutions for copywriting, saving 6% annually while improving service quality, showcasing willingness to embrace new technologies and challenges.
- Developed and executed LinkedIn and cross-channel lead generation strategies, securing 6 new clients in under 3 months, highlighting excellent communication and strategic planning skills.

VP of Marketing at Trilogy Software
2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and delivered a four-week Sales boot camp, enhancing team capabilities and aligning with personnel management experience, directly contributing to a 25% improvement in sales team effectiveness.
- Created marketing assembly lines for 15 SaaS products, demonstrating ability to prioritize multiple, competing priorities and leading to streamlined product launches and sales strategies.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Jul – 2017-Jul | Remote

- Led and motivated a high-achieving team, managing end-to-end development of high-impact POS materials for clients like Samsonite and Fiat, enhancing brand visibility and client satisfaction.

- Directed daily operations and digital growth-hacking division, optimizing digital presence for startups and small businesses, leading to improved client digital engagement and business growth.

Director, Europe at High Position Agency
2010-Mar – 2011-May | Partially Remote

- Led and motivated a high-achieving team, implementing a multichannel e-business strategy that increased revenue by 75% and reduced customer churn by 40%, demonstrating ability to prioritize multiple, competing priorities and lead by example in a client service environment.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe
2007-Jun – 2010-Feb | Brussels

- Led Pan-European search campaigns across 16 local country marketing teams, achieving top 5 listings for high-volume keywords, significantly boosting search traffic by 103% year-on-year.
- Developed and implemented a 'locomotive' strategy, turning around VAIO's profitability from 0% to over 5% operational profit in three years, as noted in Sony's annual report.
- Increased Direct Sales by 300% over three years through effective management of the Search Marketing program, while reducing ad costs by 5%.

Manager, Finance at Sony VAIO Europe
2003-Sep – 2007-Jun | Brussels

- Led worldwide profitability analysis initiatives, empowering teams with marginal profit insights by country, product, and dealer, contributing to NIBT growth.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, demonstrating ability to prioritize multiple, competing priorities.
- Developed 'locomotive' strategy that reversed VAIO's profitability from 0% to 5% operational profit in 3 years, leading by example and embracing new challenges.

Financial Analyst and Investor Relations at Charlotte Russe
2002-Sep – 2003-Apr | San Diego

- Led investor relations and financial reporting, enhancing communication with senior management and investors, and supported strategic decision-making through detailed financial analysis and presentations, aligning with the company's broader marketing and product strategies.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
1997-Aug – 1999-Apr | St. George, UT

Skills
Business Development:
Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:
Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)